

Message Text

UNCLASSIFIED

PAGE 01 RIO DE 00599 241531Z

46

ACTION COME-00

INFO OCT-01 ARA-10 ISO-00 EB-07 /018 W

----- 022943

R 241428Z FEB 75

FM AMCONSUL RIO DE JANEIRO

TO SECSTATE WASHDC 2194

INFO AMEMBASSY BRASILIA

AMCONSUL SAO PAULO

AMCONSUL PORTO ALEGRE

UNCLAS RIO DE JANEIRO 0599

E. O. 11652: N/A

TAGS: BEXP, BTRA, XX

SUBJ: FOREIGN BUYER PROGRAM - U.S. TRADE SHOWS

REF.: A-517, JANUARY 1975; STATE 038624, 2/21/75

1. U.S. TRADE SHOWS FOR WHICH POSTS IN BRAZIL PLAN TO CARRY OUT PROMOTIONAL ACTIVITIES IN FY-76 WERE LISTED IN BRASILIA 0498, JAN. 20, 1975. THESE PROMOTIONS ARE INCLUDED AS PART OF PRODUCT CAMPAIGNS.

2. THE NUMBER OF BROCHURES REQUIRED FOR PROMOTION OF THESE CAMPAIGNS BY ALL POSTS IN BRAZIL ARE AS FOLLOWS:

(A) 6TH ANNUAL NATIONAL BUILDING SHOW, CHICAGO, OCTOBER 21-23, 1975. 1,000 (ONE THOUSAND) BROCHURES.

(B) INTERNATIONAL ENERGY ENGINEERING EXPOSITION AND CONGRESS, CHICAGO, NOVEMBER 3-6, 1975. 200 (TWO HUNDRED) BROCHURES.

(C) NATIONAL EXPOSITION FOR FOOD PROCESSORS, SAN FRANCISCO, JANUARY 18-21, 1976. 1,000 (ONE THOUSAND) BROCHURES.

(D) INTERNATIONAL PETROLEUM EXPOSITION, TULSA. MAY 16-22, 1976. 200 (TWO HUNDRED) BROCHURES.

3. IN ADDITION TO THE ABOVE SHOWS SELECTED UNDER COMMERCE'S UNCLASSIFIED

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FOREIGN BUYER PROGRAM, POSTS IN BRAZIL ARE INTERESTED IN

PROMOTING THE CALIFORNIA AGRICULTURAL EQUIPMENT SHOW, TENTATIVELY
SCHEDULED FOR FEBRUARY 1976. IF THIS SHOW IS HELD, POST WOULD
NEED 500 (FIVE HUNDRED) BROCHURES FOR DISTRIBUTION.

4. ALL BROCHURES SHOULD BE MAILED VIA APO AIRMAIL FACILITIES,
ADDRESSED TO: AMERICAN CONGEN RIO DE JANEIRO, APO NEW YORK
09676, ATTENTION: COMMERCIAL SECTION. CONGEN RIO WILL MAKE
DISTRIBUTION TO OTHER POSTS.
MILLER

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NNN

Message Attributes

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Disposition Event:
Disposition History: n/a
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